

Press Release

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Volvo Cars wins Brand Design Language Award 2016

The international Car Design Award jury has recognised Volvo Cars' contributions to automotive design with the Swedish carmaker winning the coveted Brand Design Language Award 2016.

"We are proud to receive this recognition for the design work we have done in the last years. When we started work on the XC90 we knew that we had an opportunity to take the Volvo Cars brand in a new direction," said Thomas Ingenlath, Senior Vice President, Design, Volvo Car Group upon receiving the award at a ceremony in Turin, Italy.

The new XC90, which redefined peoples' perception of what the Swedish brand stands for, and its potential, was just the first step on the design journey led by Thomas Ingenlath, followed more recently with the launch of the new S90 premium sedan and V90 estate.



"The Volvo family contains many different characters – the strong and refined types, the elegant and sophisticated, the dynamic and the youthful. What we have done with the brand design at Volvo is to provide room for each of these characters, these expressions, to shine through while still paying homage to our tremendous heritage," added Thomas Ingenlath. "Each car we design is unmistakably a Volvo, but it also has a unique personality."

The jury for the Car Design Awards consists of editors and representatives of renowned automotive and design magazines from around the world. Volvo Cars came out as winner in the Brand Design Language category, fending off competition from Mercedes-Benz, Jaguar, Renault and Kia.

2016 marks the rebirth of the Car Design Awards, for many years the most coveted awards in car design. The awards, which cover three categories – Production Car, Concept Car and Brand Design Language.

Note to Editors:

Read more about the Car Design Awards:

<http://cardesignaward.org/>

<https://www.facebook.com/CarDesignAward/>

Volvo Car Group in 2015

For the 2015 financial year, Volvo Car Group recorded an operating profit of 6,620 MSEK (2,128 MSEK in 2014). Revenue over the period amounted to 164,043 MSEK (137,590 MSEK). In 2015, global sales reached a record 503,127 cars, an increase of 8 per cent versus 2014. The record sales and operating profit cleared the way for Volvo Car Group to continue investing in its global transformation plan.

About Volvo Car Group

Volvo has been in operation since 1927. Today, Volvo Cars is one of the most well-known and respected car brands in the world with sales of 503,127 in 2015 in about 100 countries. Volvo Cars has been under the ownership of the Zhejiang Geely Holding (Geely Holding) of China since 2010. It formed part of the Swedish Volvo Group until 1999, when the company was bought by Ford Motor Company of the US. In 2010, Volvo Cars was acquired by Geely Holding.

As of December 2015, Volvo Cars had almost 29,000 employees worldwide. Volvo Cars head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars head office for China is located in Shanghai. The company's main car production plants are located in Gothenburg (Sweden), Ghent (Belgium), Chengdu and Daqing (China), while engines are manufactured in Skövde (Sweden) and Zhangjiakou (China) and body components in Olofström (Sweden).

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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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